



TIGARD
CHAMBER OF COMMERCE

Building Business. Growing Together.

OUR PURPOSE

The Tigard Chamber exists to be:
The Catalyst for business growth, the Con-
vener for leader and influencers, and the
Champion for stronger
communities.

2019-2021
Three-Year
Strategic Plan

Building Business. Growing Together.

2019-2021 STRATEGIC PLAN

Building & Connecting
Businesses,
Growing Leaders and
Shaping our Community

MISSION

Business & Community =
Prosperity, Vibrancy
&
Diversity

VISION

Authenticity
Purposefulness
Stewardship
Teamwork
Leadership

GUIDING PRINCIPLES

Create a Strong Local Economy

Strategies

- Connect with new businesses as they come to Tigard
- Continue Downtown Tigard revitalization partnership with the TDA
- Grow Leadership Tigard Program participation—See education page
- Develop and implement business walks—Needs committee
- Advocate for legislation that benefits business – See Advocacy Section
- Represent business and Tigard on Metro SW Corridor Light Rail Citizens Advisory Committee
- Evaluate other Strategies such as:
 - * Business incubator in partnership with other organizations
 - * Support/promote Small Business Saturday
 - * Business promotion via video over social media
 - * SBDC Advising Partnership
- Begin a Workforce Development Focus—Needs committee
 - ⇒ Evaluate partnership with TTSD, Tigard Chamber and Tualatin Chamber to strengthen employer connections
 - ⇒ Educate on PCC and other post secondary programs and create industry introductions

GOAL

Help create a vibrant, entrepreneurial environment within Tigard through key programs, partnerships and alliances, that grows and retains current business, and attract and launches and sustains new business.

Provide Networking & Business Exposure

Strategies

- GROW Membership to 400 over 2 years by increasing diversity of type, size and location of business through a combination of retention improvement and new business recruitment
- Continue After Hours Networking Events for improved value & participation—needs Ambassador Subcommittee?
- Explore Virtual Events
- Enhance/Refresh online & printed material
- Grow Affinity Groups
- Explore a MasterMind program
- Grow social media reach for chamber and members aligned with branding
- Develop & Deliver One to Many Trainings on chamber benefits for members

GOAL

Be the Go To organization within Tigard for businesses to network and gain exposure for their business through a unique mix of programs, networking events and marketing tools that match our member diversity

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Promoting the Community

Strategies

- Grow the Tigard Farmers Market & its impact/benefit on Tigard – by improved vendor mix, increased awareness/outreach to low income community and increased community engagement.
- Increase scholarship contributions/distribution
- Increase engagement with Shining Stars Community Awards Gala
- Continue Visitor Center activities and Business/Community Guide to communicate unique characteristics of Tigard
- As TDA board member and partner organization, promote Downtown Tigard's unique cultural, retail and activity based assets to both residents and visitors
- Leverage our Downtown Tigard location for the benefit of the chamber business community

GOAL

Promote Tigard as a unique, eclectic destination for business, community and culture.

Represent Our Business Interests with Gov't

Strategies

- Develop and communicate a Business Advocacy Agenda annually.
- Increase business engagement on issues by educating member business and encouraging them to engage with electeds
- Enhance working relationships and communication with City staff and City/State elected officials
 - Letters of support, partner projects, business issues
 - Engage strategic business support
- Grow GAPP committee membership for improved engagement and representation of member business community and their interests
- Engage with Chamber Day at the Capitol

GOAL

Grow the voice of business within Tigard for increased impact at city and state legislative levels

Political Action

Strategies

- Use Candidate Endorsement Committee to endorse business friendly candidates at city, county, and state levels
- Support legislation that is good for business, oppose legislation that is not
 - Letters of support/opposition
 - Voter pamphlet statements where appropriate
 - Legislative Alert to Members
- Represent business and Tigard interests on the Metro SW Corridor Light Rail Citizens Advisory Committee

GOAL

Evaluate and take positions on legislation impacting business, interview and endorse business friendly candidates, to foster an economy that benefits business and the entire community.

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Support Relevant Business Education

Strategies

- Grow participation in Invest in U morning education
- Explore new educational opportunities, times, venues
- Grow Tigard Chamber Blog business article content
- Grow Tigard Leadership Program participation over year 3
- Develop and share 1 to many videos for members

GOALS for 2019-2020

- ⇒ Survey on education interests, times, formats
- ⇒ Recruit guest bloggers for Tigard Chamber Blog
- ⇒ Grow Leadership Tigard Participation to 25 participants
- ⇒ Create and deliver at least three 1 to many presentations in either face to face or video format

GOAL

Provide member businesses access to cost effective business education that will help their businesses and help them develop their skills as business owners, managers and future community leaders

Guiding Principles Defined

Authenticity—We keep our word, do what we say and speak the truth kindly to all

Purposefulness—Ensure our actions, programs & events align with our mission, vision and core objectives

Stewardship—Utilize our resources of time (volunteers & staff), talent (volunteers & staff) and treasure (\$'s) for the best return for members and the business economy

Teamwork—Members, volunteers and staff work collaboratively to achieve our strategic goals

Leadership—Be an organization that is viewed as a leader in the community

Needs based on this Strategic Plan

- Business Walks Committee
- Chair & Committee for Workforce Development
- MasterMind Chair/Committee
- Membership Committee to partner with Membership Director (Chair) to achieve growth goals
- Continue Leadership Tigard Advisory Committee, TFM Advisory, Finance Committee, and Marketing Committee